Dennis K. Yip

Product Designer

Product designer with 10 years of experience assisting companies design and develop user interfaces. Specialize in end to end product creation with proven skills in user experience, building design systems, and writing clean front end code. Experience in navigating the dynamic environments of both startups and enterprise SaaS companies.

WORK EXPERIENCE

Mabl

Senior Product Designer   Jul. 2022 - Present

- Led the research and design of eight new application features, resulting in an increased user adoption by 32%.
- Executed a strategic plan for the ideation and design of performance testing, a new product for API and browser load testing.
- Redesigned company dashboard for new pricing model to secure over $2.5 million in account renewals.
- Created data visualizations to enable clear analysis and insights.
- Designed new help documentation site to align with market branding.
- Conducted user research sessions with largest clients for product iteration.
- Implemented a design system with a linear type scale and new dark mode color palette to meet accessibility standards.
- Worked closely with business stakeholders, product managers, and engineering to define the product vision and feature goals.

Propertybase

Senior UX Designer & Front End Developer   Sept. 2015 - Jul. 2022

- Collaborated with product and engineering team to lead the redesign and development of the platform for a successful company acquisition.
- Designed and developed new features in web application using Ruby on Rails, Javascript, HTML, and CSS.
- Redesigned CRM platform for brokerages and real estate agents that increased user engagement by 28%.
- Led redesign of new email marketing builder interface.
- Designed and coded responsive email templates for marketing team.
- Designed 20+ real estate websites for the largest brokerages in the U.S.

MOCA Systems

UI/UX designer   Jan. 2014 - Aug. 2015

- First designer hired to develop a new software product (Touchplan.io) for building sub contractors to efficiently collaborate, schedule, and coordinate work to meet project milestones and deadlines.
- Designed login screen and company admin portal.
- Produced wireframes and prototypes for new feature development.
- Worked directly with founders to align business goals with product vision.

Startup Institute

Instructor   Oct. 2014 - Dec. 2014

- Taught students web development and design principles including responsive design, typography, layout, and color.
- Mentored students in career growth and planning.

CONTACT

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WEBSITE

dennisyip.github.io/portfolio

www.linkedin.com/in/denniskyip/

SKILLS

Design

Figma
Sketch
Adobe CC

Development

Ruby on Rails
Javascript
React
JQuery
Wordpress
HTML
CSS

EDUCATION

University of Massachusetts Amherst
B.F.A in Architecture, May 2011
Magna Cum Laude
Commonwealth Honors College
Minor: Computer Science

Danish Institute of Study Abroad
Copenhagen, Denmark
Spring 2010

Startup Institute Boston
Product & Design
Fall 2013

LANGUAGES

English, Cantonese and Mandarin